1.03 Newsletter Rubric

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| --- | --- | --- | --- |
|  | Above Standard 8 points | At Standard 7 points | Below Standard 6 points |
| **Nameplate** | Includes publication name, logo, and motto. Keyed in distinctive font style and size appropriate for a headline. | Includes publication name, logo. Keyed in distinctive font style and size appropriate for a headline. | Includes publication name. Keyed in distinctive font style and size appropriate for a headline. |
| **Masthead** | Includes the name of the publisher, staff names and other related information. Appears on page 2. | Includes the name of the publisher and staff names. Appears on page 2. | Includes the name of the publisher. Appears on page 2. |
| **Headings and Subheadings** | Consistent font scheme applied to all headings and subheadings. | Consistent font scheme applied to most headings and subheadings. | Inconsistent font scheme applied to headings and subheadings. |
| **Kicker** | Used above all major headlines. | Used above at least 3 major headlines. | Not used. |
| **Byline** | Consistently formatted and applied to all articles and images | Consistently formatted **OR** applied to all articles and images | Inconsistently formatted and not applied to all articles and images |
| **Deck** | Consistently formatted and applied to all articles | Consistently formatted and applied to most articles | Inconsistently formatted and applied |
| **Running headlines/ footers** | Consistently formatted throughout the publication, including page numbers | Includes page numbers | No page numbers |
| **Rules/lines** | Used consistently to organize elements in the publication | Used to organize elements in the publication, but not throughout. | No used |
| **Grammar and Spelling** | 0 errors | 2-5 errors | 5 errors |
| **Subtotal** |  |  |  |
| ***Continued on next page*.** | | | |

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| **Additional points** | | | |
|  | Above Standard  10 points | At Standard  8 points | Below Standard  4 points |
| **Body sections** | Consistent font scheme, alignment, and spacing. Evidence of leading, tracking, kerning to align. Includes a Jumpline, dropped cap, and pull quote | Consistent font scheme, alignment, and spacing. Includes 2 – Jumpline, dropped cap, or pull quote. | Inconsistent font scheme, alignment, and spacing. Includes at least 1 – Jumpline, dropped cap, pull quote. |
| **Table of Contents** | Correctly formatted and accurately descriptive of the contents of the publication | Descriptive of the contents of the publication | Not formatted correctly and/or missing content |
| **Total Points** |  |  |  |
| **Comments** |  | | |